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Museum of the City of New York

By the Laws of 1923, Chapter 220, authority is given the City of New York, acting by its commissioner of parks for the Borough of Manhattan, to enter into an agreement or lease for the preservation, use and maintenance of the old historic building known as the Gracie Mansion; appropriations for its support by the Board of Estimate and Apportionment are also authorized.

An incorporation, known as the Museum of the City of New York has been formed. Arthur M. Huntington and Francis Gallatin are originators of the plan. The directors are Phoenix Ingraham, Victor J. Dowling, Robert LeRoy, Henry Richmond Taylor, James Speyer, Lewis Gouvernor Morris, William Rhinelander Stewart, and George A. Zabriskie. Other members of the Committee of incorporation are Arthur Curtiss James, Theodore Roosevelt, Mrs. Charles Dana Gibson, Mrs. Schuyler Van Rensselaer, Coleman du Pont, Adolph Lewisohn, Michael Friedsam, and J. Henry Watson. Henry Collins Brown is acting as Director. This is the only museum devoted exclusively to the historical data of New York City. Portraits and early furniture, trophies of war, rare medals and money and photographs will form the collection. The contract and agreement with the City is similar to those of the other museums. The City furnishes the building, keeps it in repair and maintains the grounds as in any public park. The offi-

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cers of the Museum will provide the collections and the funds for its upkeep and for the working staff. As yet, no funds have been appropriated by the City. The Museum has renovated three rooms at its own expense.

The Gracie Mansion is located at the foot of 88th Street on the East River. It commands a splendid location and is the old historic center of the social life of the City in the early days. (See article in the *New York Times,* December 9, 1923, IV, 5:1, and "Valentine's Manual of New York, 1924"; Stokes' "Iconography," v. 3, p. 949, and Rider's "New York City," 1923, p. 476.) It is to be formally opened on May 1, 1924, preceded by a meeting in Town Hall on the evening of April 30th; moving pictures and addresses on the history of the City, and purposes of the Museum will be given.

London Municipal Pamphlets

There has come to our attention a series of pamphlets published by the London Labour Party, known as the "London Municipal Pamphlets."

No. 1. London Education, by A. Susan Lawrence.

No. 2. Toryism: the rate payer's enemy, by Herbert Morrison.

No. 3. Shall the traffic combine rule? by A. Emil Davies.

No. 4. Wise votes mean better homes, by Annie Somers.

No. 5. A housing policy for London, by Herbert Morrison.

It is interesting to find that the problems of the metropolis of England are demanding the attention of the varying elements in that city.

The pamphlets are priced at one penny each — the address is Bedford Row House, 58 Theobalda Road, W. C. 1, London.

Industrial Directory

Pennsylvania's Department of Internal Affairs has issued its Fourth Industrial Directory. It was compiled by the Bureau of Statistics and Information under the direction of Mr. M. Hoke Gottschall. It is a commendable piece of work, and invaluable for reference. Would that New York State had continued its Industrial Directory, which was initiated in 1912 and made its second annual and final appearance in 1913.

Pennsylvania has purposed to show in this Industrial Directory the extent and magnitude of its industry. Part I lists the establish-

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ments by the nature of the product, and Part II arranges them geographically by counties and cities. The name and address of the firm, its business or product, and the number of employees are given in each entry. In the geographical list, historical, civil, and industrial data head the account for each county. The preliminary pages contain lists of state officials and heads of departments. A good index makes the Directory easily used.

BOOK REVIEWS

Marketing

Is marketing an essential factor in economic production? Can we dispense with the middleman, the salesman, and the buyer? Does advertising perform an essential service?

Such questions as the above have been and are the battle grounds of many violent word conflicts between economists and students of affairs.

All the phases of marketing and advertising in their broadest aspects have been set forth in a careful manner by W. D. Moriarty in his book entitled "The Economics of Marketing and Advertising" (New York: Harper and Brothers, 1923. 591 p. 352.593M79). In his own words "the fundamental thesis of this book is that it is the economics of marketing and advertising, rather than description or technic, which should receive most stress and which will contribute most to business judgment."

While Prof. Moriarty primarily prepared this text for his students at the University of Washington, yet he also had in mind the business man, who desires to obtain a thorough grounding in the application of fundamental economic principles to manufacturing, marketing, and advertising.

At the close of each chapter are placed problems and review problems, the latter covering not only chapter but preceding chapters. It is an excellent text either for the college curriculum or the home-study course.

Detroit

Chroniclers of history have now and then been librarians. "The Story of Detroit" (Detroit: Detroit News, 1923. 764 p. 352D6s) is by George B. Catlin, librarian of the *Detroit News*.

He has given us a narrative, not too colorful, of the growth of that remarkable metropolis from the time of Cadillac to the present day. If there are dull spots in the book, there are also an infinite numher of redeeming chapters. It also presents a panorama of characters in which one beholds those interesting figures, Pingree, Tom L. Johnson, Algers, Ford and the Dodge Brothers. Many well chosen illustrations break the solid look of the long chronicle, which is first class propaganda for stimulating good citizenship.

Radio

A new book hy J. L. Thomas, called "Fundamentals of Radio" (New York: D. Van Nostrand Co., 1923. 207 p. 654.1T36), is a well-illustrated work which will assist the beginner on the road to the theory upon which all well-known radio sets operate. While its language is not too technical for the novice, yet the volume contains much valuable information for the professional experimentor. Beginning with a review of elementary principles, the author discusses oscillating circuit, radio transmitters of damped and undamped signals, the reception of such signals, antennas and grounds, two and three element vacuum tubes. He then adds a chapter on Radio telephones, one on Radio measurement, and an appendix of tables of wave lengths.

A Business Classification

Mr. Fremont Rider has established a worthy precedent in printing "A Tentative Decimal Classification and System of Subject Headings; with special reference to advertising and selling, store management and banking," compiled for editorial staff of the "Business digest" (New York: Cumulative Digest Corporation, 1924. 333 p.).

There is no pretense at completeness. Simply the results of many hours of editorial work were published hefore "the type was killed" for the benefit of those wishing to use it. Undoubtedly, more than one person struggling with the arrangement of business material will be very grateful for this guide.

The main divisions are: 0.000 Business in general, Executive management; 1.000 Manufacturing, Production; 2.000 Accounting and office management; 3.000 Advertising and sales promotion; 4.000 Store management, Retailing; 5.000 Banking; 6.000 Credits and collections; 7.000 Communication and transportation; 8.000 Insurance, Real estate, Wholesale living; 9.000 Foreign trade.

The section devoted to Advertising and Sales promotion is especially detailed. Market Analysis; Advertising; Copy; Layout make-up; Advertising mediums; Advertising to special classes of consumers; Advertising of specific products; Personal Salesmanship; Sales Management are general subjects that have been very carefully amplified.

Considerable attention has also been given to banking and may be equally as valuable, though it does not seem to fill so great a need. The subject headings, products as they are of actual experience, are suggestive, and in such subjects as Advertising, Banking, and Salesmanship might form the basis of a subject heading list in a special library on that subject.

CURRENT CIVIC LITERATURE

Accidents

STATE Bureau of Municipal Information of the N. Y. State Conference of Mayors and Other City Officials. Automobile accidents in New York State cities in 1923. March 20, 1924. 6 p., typewritten. (Report no. 1007.) VF

Accounting

SALIERS, Earl A. Accountants' handbook. Ronald Press Company, 1924. 1675 p. 657Sa3

Bridges

BRIDGING the Hudson below Albany. (Explosives Engineer. March, 1924. p. 73–76.)

FRENCH, James B. Car float transfer bridges in New York Harbor, with discussion. (Brooklyn Engineers' Club. Proceedings. Jan., 1924. p. 75–96.) 620.6B79

Budgets

BUCK, A. E. Measuring the results of government. (National Municipal Review. March, 1924. p. 152–157.)

Charters

DYKSTRA, C. A. The pending Los Angeles charter. (National Municipal Review. March, 1924. p. 148–151.)

City Manager Plan

HYDE, Dorsey W., Jr. Business-managing our cities. (The Nation's Business. March, 1924. p. 38–40.)

Finance, Municipal

COMPTROLLER on city's finances; huge transactions are shown in the annual report of New York's fiscal department... (Greater New York. Jan. 28, 1924. p. 15.)

Housing Problem

STATE and municipal housing aid opposed at Albany; strong arguments against plan are presented at hearing before Senate Committee, and its defeat in the Assembly is expected. (Record and Guide. March 8, 1924. p. 7, 11.)

Hydraulics

MEDAUGH, F. W. Elementary hydraulics. Van Nostrand, 1924. 144 p., diagrs. 621.2M14

Immigrants

BUELL, Bradley. Assimilating the immigrant; how New York is organizing to meet the problem. (Better Times. April 7, 1924. p. 16–18.)

Jamaica Bay

HAGER, Albert B. Jamaica Bay. (Port of New York. April, 1924. p. 3–6.)

Licenses

ASKS for police control of chauffeurs' licenses. (Greater New York. March 24, 1924. p. 4.)

Police

CIVIL service; the following questions were compiled from recent examinations for sergeants and patrolmen. (Police Journal. Feb., 1924. p. 13, 27.)

COPS worth half a billion in the New York "finest." (Police Journal. March, 1924. p. 3, 31.)

NEW YORK civil service questions; the following questions were compiled from recent examinations for captains and lieutenants. (Police Journal. Jan., 1924. p. 22–24, 29.)

ROSE, S. E. A rating form for policemen; a suggestion which may form the basis for intelligent employment and systematic training of policemen. (Kansas Municipalities. Feb., 1924. p. 26–27.)

SAVILL, Stanley. The police service of England & Wales: its organisation, disposition, and governance; finance; powers and duties; rules and practice; conditions of service and superannuation. "Police Review" Publishing Co., Ltd., 1923. 170 p. 352.35Sa9

Traffic Regulation

BRINCKERHOFF, Henry M. The problem of street traffic in a modern city. [1923.] 22 p. VF

CONTENTS

What the tall building and the elevator mean to a city.

How large cities handle downtown congestion.

Rapid transit by private automobile.

City development and transportation are inseparably connected.

MCCLINTOCK, Miller. Parking—when, where and why? (American City. April, 1924. p. 360–361.)

A NEW traffic menace and the defense against it. (Outlook. April 2, 1924. p. 544.)

NEW YORK CITY. Police Department. The proper handling of traffic; result of investigations by the New York Police Department. (Police Journal. Feb., 1924. p. 21, 28.)

Zone System

OUTLINE of proposed zoning plan for Boston. (Current Affairs. Jan. 28, 1924. p. 3–4, 17.)

WEST HARTFORD, Conn. Zoning Commission. West Hartford zoning; report to the Commission on the zoning of West Hartford, by Robert Whitten. 1924. 20 p., illus., maps. VF

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